



2009

**THE MOUNTAINEER**  
*ADVERTISING INVESTMENT GUIDE*  
HAYWOOD COUNTY'S COMMUNITY NEWSPAPER



THE MOUNTAINEER

# Circulation

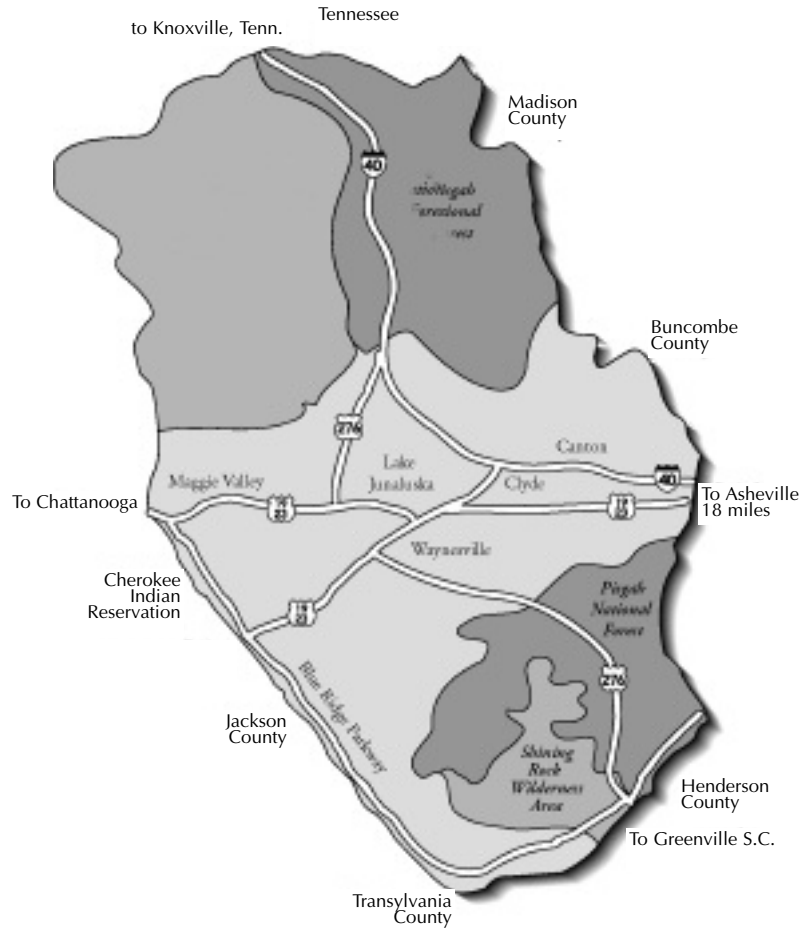
Published Monday, Wednesday and Friday  
with a paid circulation of 12,400 (as of October, 2008).

**The Mountaineer's paid circulation guarantees a readership of more than 75% of Haywood County households every issue.**

## Circulation Breakdown

Mail .....1100  
Home Delivery .....6700  
Single Copies .....4500  
Free .....100

TOTAL Paid .....12,400  
Full Press Run .....12,600



## POPULATION

Population 2006.....56,447  
Median Age.....43  
Percent Population Change 2000-2006.....4.5%  
Percent 0-17.....20%  
Percent 18-24.....6.20%  
Percent 25-44.....26.9%  
Percent 45-64.....27.10%  
Percent 65 and over.....19.6%  
Percent Born in NC.....70.4%  
Percent Male.....48.1%  
Percent Female.....51.9%



The Mountaineer, P.O. Box 129, 220 N. Main Street, Waynesville, North Carolina 28786

[www.themountaineer.com](http://www.themountaineer.com)

**828.452.0661**

**828.452.0665 fax**

## Frequent Buyer Programs

*Our Frequency Plans offer a variety of choices for consistent advertisers of all size*

### Small Space - \$6.15 per column inch

Copy change monthly - 1 year contract - 3" maximum - All ads run in The Mountaineer and The Guide.

### The Mountaineer Value Pack - \$12.00 per column inch

Six (6) ad minimum - 4" minimum - Must be same ad with no changes  
\$12.00 consecutive • \$13.30 non-consecutive

### Value Pack Plus - \$9.60 per column inch

Just like our traditional Value Pack, but this program adds one of our most popular products for more diversification.

Eight (8) ad minimum = 4" minimum - Must run consecutively to qualify  
Six (6) ads in The Mountaineer and two (2) weekly ads in The Guide on Wednesday

## The Mountaineer Specialty Weekly Product

*Looking for that audience that best fits your business? Look to The Guide for the answer!*

## The Guide

### \$8.00 per column inch - Distributed Wednesday

Our weekly News, Arts & Entertainment magazine is a great way for you to advertise.

Featuring weekly news stories, features on local artists and entertainers as well as entertainment from across the region.

The Guide is home delivered to all Mountaineer subscribers, and 6,000 copies are distributed weekly in FREE distribution locations  
That's more than 13,000 copies weekly!

#### THE MOUNTAINEER

Publishes Monday, Wednesday and Friday

#### AD DEADLINES

**Monday Issue:** Noon on Thursday

**Wednesday Issue:** Noon on Monday

**Friday Issue:** Noon on Wednesday

#### THE GUIDE

Publishes Wednesday

#### RETAIL AD DEADLINES

Noon on Thursday

- All rates are non-commissionable.
- Guaranteed position: add 20%

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# 2009 Classified Display

THE MOUNTAINEER  
Classified Open Rate: \$10.00

## Weekly Contract Rates

minimum	13"	26"	53"	104"	212"
4 weeks	9.40	9.00	8.35	7.65	6.75
13 weeks	9.20	8.70	8.00	7.30	6.35
26 weeks	8.80	8.40	7.65	6.85	5.85
52 weeks	8.45	7.90	7.10	6.25	5.25

## Monthly Contract Rates

minimum	18"	53"	104"	212"
1 month	9.95	9.50	9.00	7.85
3 months	9.80	9.35	8.80	7.60
6 months	9.60	9.15	8.65	7.20
12 months	9.35	8.40	8.00	6.85

## Bulk

1,245"	2,500"	5,001"
9.00	8.00	7.15

## Additional Rates

**Small Space:** \$4.80 pci. 3" max.

Copy change monthly ~ 1 year contract

**Value Pack:** 6 Ad minimum ~ 5" min.

\$7.95 consecutive ~ \$8.70 non-consecutive

**Minimum Ad:** 1 column x 1 inch

**Sizes:** Column Width = 1.097 inches

Column Length = 21.25 inches

Broadsheet Page = 10 Columns

# 2009 Retail Advertising Investment

THE MOUNTAINEER  
Retail Open Rate: \$16.00

## Weekly Contract Rates

minimum	8"	16"	31"	61"	127+"
4 weeks	14.15	13.35	12.30	10.85	9.90
13 weeks	13.75	12.95	11.80	10.35	9.40
26 weeks	13.25	12.45	11.20	9.70	8.75
52 weeks	12.20	11.90	10.65	9.20	8.05

## Monthly Contract Rates

minimum	12"	32"	64"	124"	244"	510+"
3 months	15.20	14.85	14.05	12.80	11.50	10.65
6 months	14.70	14.50	13.70	12.40	11.05	10.15
9 months	14.50	14.10	13.35	11.90	10.65	9.60
12 months	14.15	13.85	13.00	11.55	10.15	9.10

## Bulk

1,500"	3,000"	6,000"
12.40	10.70	9.35

## Additional Rates

**Non-profit:** \$12.30

**Color:** 1 color: \$85 2 color: \$125

Full color: \$180

**Small Space:** 1 year contract

\$6.15 pci 3" maximum copy change monthly,

**Value Pack:** 6 ad minimum, 4" minimum

\$12.00 pci consecutive,

\$13.30 pci non-consecutive

## Pre-Prints - Contract

Cost per 1,000

	Open	6-12 Per Year	13-23 Per Year	24-36 Per Year	37-47 Per Year	48 + Per Year
Single Sheets - Up to 9x12	49.00	47.00	44.00	42.00	39.00	34.00
Mini-Tab - 8 pages, 9x12	51.00	49.00	46.00	44.00	41.00	36.00
4-6 STD/8-12 TAB	55.00	52.00	49.00	47.00	45.00	40.00
8-10 STD/16-20 TAB	60.00	55.00	52.00	50.00	48.00	44.00
12-14 STD/24-28 TAB	62.00	60.00	58.00	56.00	54.00	48.00
16-18 STD/32-36 TAB	67.00	62.00	60.00	58.00	57.00	53.00
20-24 STD/40-48 TAB	71.00	67.00	64.00	62.00	61.00	59.00

# GeneralPolicy

The Publisher reserves the right to edit, reject or cancel any advertisement at any time.

The Publisher will not be responsible for purely typographical errors or misprints beyond cancellation of the charge of the space of the item affected. Errors must be reported within 24 hours of publication. The Publisher assumes no responsibility for errors in any advertisement for more than the cost of the advertisement.

IN THE EVENT OF AN ERROR IN AN ADVERTISEMENT ON THE PART OF THE PUBLISHER, THE LIABILITY OF THE PUBLISHER WILL BE LIMITED TO THE COST OF THE ADVERTISEMENT ONLY. Full credit will be given when the error completely destroys the effectiveness of the advertisement, and partial credit will be given when the effectiveness of the advertisement is reduced; provided, however, the Advertiser shall check the first appearance of advertisements for corrections and the Publisher will be liable for only one incorrect insertion. In no event shall the Publisher be liable for any consequential damages or any damages in excess of cost of the advertisement.

The Mountaineer reserves the right, upon 30 days written notice, to adjust rates in accordance with any new rate schedule which may be issued. It is understood the advertiser has the right to terminate the agreement without penalty if the new rate is not acceptable.

# CreditRegulations

All accounts are due and payable by the tenth of the following month. A monthly service charge will be made on accounts unpaid 30 days after billing. Any account that goes into 60 days will be placed on a cash in advance status until credit is re-established at the discretion of the Publisher.

In the event an advertiser sells his business, or is forced out of business because of conditions beyond his control, the advertiser is responsible for all financial obligations to The Mountaineer prior to termination.

All new accounts must pay cash in advance for one year or until credit has been established with the Mountaineer.

# AdSubmission

## 1. Camera Ready

Camera ready ads are used "as is" -- no corrections in size, content, or body copy are applied. Ad is pasted directly in layout.

## 2. Ads Designed In-house

Free in-house ad design. The Mountaineer offers ad design at no additional fee. Advertisers may submit copy, artwork and creative ideas to their sales representative for ad design. Any artwork submitted, including logos, should be 'clean' originals. Copied or pre-printed artwork with a dot-screen does not reproduce well.

Faxes, photocopies, yellow page cutouts, business cards and letterhead are good for reference, but do not always reproduce well. The Mountaineer adheres to any copyright or trademark infringement laws that apply to printed images.

## 3. Submit an ad in the following ways:

- E-mail ads should be sent to: [ads@themountaineer.com](mailto:ads@themountaineer.com)
- CD-ROM • DVD-ROM

### If submitting Quark Xpress Document (Mac):

- include all graphics and Macintosh fonts
- 85 line screen
- save in .tiff or .eps or .pdf formats

- save all graphics at 300 dpi
- if color, should be CMYK, not RGB

### If submitting any other Documents (PC):

- save as .pdf only (fonts embedded)

- if font is postscript, include both screen and printer parts

- For FTP information, please call 828.452.0661.

**4. Fonts:** Include a copy of the appropriate fonts with the rest of your art, we need both the screen font and printer font. If you have a small amount of type and your application permits, you can convert the fonts to outline or paths instead.

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# Other Marketing Opportunities from Mountaineer Publishing



**The Guide**



**Mountain Real Estate**



**Tucker  
Publishing**



**The Business  
Journal**



**Biltmore  
Beacon**

Mountaineer  
220 N. Main St.



Publishing Company  
Waynesville, NC 28786

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